

1 of 7

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

SC =

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$450.00	10/23-10/26	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	2	M	5A-6A	NEWS	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
		Buyline Comment: NEWS										
	3	TU-TH,SU	430A-459A	NEWS	:30	\$200.00	10/23-10/28	4	1	4	\$800.00	
		Buyline Comment: NEWS										
	4	TU-F	6A-7A	NEWS	:30	\$700.00	10/23-10/26	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	5	M	6A-7A	NEWS	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	6	M	7A-9A	TODAY	:30	\$900.00	10/29-10/29	1	1	1	\$900.00	
		Buyline Comment: TODAY										
	7	TU-F	7A-9A	TODAY	:30	\$900.00	10/23-10/26	4	1	4	\$3,600.00	
		Buyline Comment: TODAY										
	8	SA	6A-7A	NEWS	:30	\$375.00	10/27-10/27	1	1	1	\$375.00	
		Buyline Comment: NEWS										
	9	SA	7A-9A	TODAY	:30	\$625.00	10/27-10/27	2	1	2	\$1,250.00	
		Buyline Comment: SAT TODAY										
	10	SU	6A-7A	NEWS	:30	\$375.00	10/28-10/28	1	1	1	\$375.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.				Agency () GREAT AMERICAN MEDIA				Rep Firm				
Advertiser () DSCC IE				1010 WISCONSIN AVE NW, S#800				Sales Office () PHILADELPHIA				
Product DSCC IE				WASHINGTON, DC 20007				Salesperson () AMY MCCREARY				
Estimate# 1407				Agency C/P1/P2/E 49/53/1407				Salesperson Phone# 215-568-6540				
Buyer MAURA GILROY				Flight Dates 10/23/2012 - 10/29/2012				Salesperson FAX# 215-568-1845				
Phone#				Hiatus Weeks								
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	7A-8A	Buyline Comment: TODAY	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	12	SU	8A-9A	Buyline Comment: MTP	:30	\$3,000.00	10/28-10/28	1	1	1	\$3,000.00	
	13	SU	9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	14	SU	930A-10A	Buyline Comment: CM	:30	\$600.00	10/28-10/28	1	1	1	\$600.00	
	15	TU-F	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/23-10/26	4	1	4	\$1,700.00	
	16	M	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/29-10/29	1	1	1	\$425.00	
	17	M	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
	18	TU-F	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
	19	TU-F	11A-12P	Buyline Comment: RR	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
	20	M	11A-12P	Buyline Comment: RR	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
	21	M	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	10/29-10/29	1	1	1	\$425.00	

Rep Order# 6832858 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 104463

Last Received: 07/18/2012 3:53 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1407
Buyer MAURA GILROY
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1407
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	12P-1230P	NEMS	:30	\$425.00	10/23-10/26	4	1	4	\$1,700.00	
				Buyline Comment: NEMS								
	23	TU-F	1230P-1P	AGENDA	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
				Buyline Comment: AGENDA								
	24	M	1230P-1P	AGENDA	:30	\$325.00	10/23-10/29	1	1	1	\$325.00	
				Buyline Comment: AGENDA								
	25	M	1P-2P	DAYS	:30	\$425.00	10/29-10/29	1	1	1	\$425.00	
				Buyline Comment: DAYS								
	26	TU-F	1P-2P	DAYS	:30	\$425.00	10/23-10/26	4	1	4	\$1,700.00	
				Buyline Comment: DAYS								
	27	TU-F	2P-3P	DRS	:30	\$325.00	10/23-10/26	4	1	4	\$1,300.00	
				Buyline Comment: DRS								
	28	M	2P-3P	DRS	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	
				Buyline Comment: DRS								
	29	M	3P-4P	PHIL	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
				Buyline Comment: PHIL								
	30	TU-F	3P-4P	PHIL	:30	\$450.00	10/23-10/26	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	31	TU-F	4P-430P	NEWS	:30	\$725.00	10/23-10/26	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
	32	M	4P-430P	NEWS	:30	\$725.00	10/29-10/29	1	1	1	\$725.00	
				Buyline Comment: NEWS								

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Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Line	LT	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
33		M	430P-5P	NEWS	:30	\$725.00	10/29-10/29	1	1	1	\$725.00	
Buyline Comment: NEWS												
34		TU-F	430P-5P	NEWS	:30	\$725.00	10/23-10/26	4	1	4	\$2,900.00	
Buyline Comment: NEWS												
35		TU-F	5P-630P	NEWS	:30	\$1,200.00	10/23-10/26	8	1	8	\$9,600.00	
Buyline Comment: NEWS												
36		M	5P-630P	NEWS	:30	\$1,200.00	10/29-10/29	2	1	2	\$2,400.00	
Buyline Comment: NEWS												
37		SA	5P-630P	NEWS	:30	\$675.00	10/27-10/27	2	1	2	\$1,350.00	
Buyline Comment: NEWS												
38		SA	630P-730P	WH/JEP	:30	\$525.00	10/27-10/27	1	1	1	\$525.00	
Buyline Comment: WH/JEP												
39		TU-F	630P-730P	WHEEL	:30	\$1,300.00	10/23-10/26	4	1	4	\$5,200.00	
Buyline Comment: JEP/WHEEL												
40		M	630P-730P	WHEEL	:30	\$1,300.00	10/29-10/29	1	1	1	\$1,300.00	
Buyline Comment: JEP/WHEEL												
41		M	730P-8P	FACE	:30	\$900.00	10/29-10/29	1	1	1	\$900.00	
Buyline Comment: FACE												
42		TU-F	730P-8P	FACE	:30	\$900.00	10/23-10/26	4	1	4	\$3,600.00	
Buyline Comment: FACE												
43		W	9P-10P	SVU	:30	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	
Buyline Comment: SVU												

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Product DSCC IE				WASHINGTON, DC 20007				Salesperson () AMY MCCREARY				
Estimate# 1407				Agency C/P1/P2/E 49/53/1407				Salesperson Phone# 215-568-6540				
Buyer MAURA GILROY				Flight Dates 10/23/2012 - 10/29/2012				Salesperson FAX# 215-568-1845				
Phone#				Hiatus Weeks								
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	F	10P-11P	Buyline Comment: DLINE	:30	\$3,200.00	10/26-10/26	1	1	1	\$3,200.00	
	45	SA	8P-9P	Buyline Comment: NBC PRIME	:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
	46	SU	515P-830P	Buyline Comment: SNF	:30	\$10,000.00	10/28-10/28	1	1	1	\$10,000.00	
	47	SU	830P-930P	Buyline Comment: NEWS AFT NFL	:30	\$1,800.00	10/28-10/28	1	1	1	\$1,800.00	
	48	SU	10P-11P	Buyline Comment: L&O	:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	
	49	M	11P-1135P	Buyline Comment: NEWS	:30	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
	50	TU-F	11P-1135P	Buyline Comment: NEWS	:30	\$1,200.00	10/23-10/26	4	1	4	\$4,800.00	
	51	SA	11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	10/27-10/27	1	1	1	\$1,100.00	
	52	SU	11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	10/28-10/28	1	1	1	\$1,100.00	
	53	TU-F	1135P-1235A	Buyline Comment: TON SHOW	:30	\$500.00	10/23-10/26	4	1	4	\$2,000.00	
	54	M	1135P-1235A	Buyline Comment: TON SHOW	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	

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 Estimate# 1407 Agency C/P1/P2/E 49/53/1407 Salesperson Phone# 215-568-6540
 Buyer MAURA GILROY Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX# 215-568-1845
 Phone# Hiatus Weeks
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	M	1235A-135A	FALLON	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
	Buyline Comment: FALLON											
	56	TU-F	1235A-135A	FALLON	:30	\$250.00	10/23-10/26	4	1	4	\$1,000.00	
	Buyline Comment: FALLON											
	57	TU-F	135A-205A	CARSON	:30	\$175.00	10/23-10/26	3	1	3	\$525.00	
	Buyline Comment: CARSON											
	58	M	135A-205A	CARSON	:30	\$175.00	10/29-10/29	1	1	1	\$175.00	
	Buyline Comment: CARSON											
	59	SA	1130P-1A	SNL	:30	\$1,400.00	10/27-10/27	2	1	2	\$2,800.00	
	Buyline Comment: SNL											
	60	SU	1135P-12A	SPOTS NIGHT	:30	\$400.00	10/28-10/28	1	1	1	\$400.00	
	Buyline Comment: SPOTS NIGHT											

---REPORT TOTALS---

Report Totals: 130 / \$102,400.00

---SALES MONTHLY TOTALS---

Oct 12: 109 / \$89,150.00 Nov 12: 21 / \$13,250.00
 Sales Totals: 130 / \$102,400.00
 Station Totals: 130 / \$102,400.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$731,429
 CATV 0% KBLR 0% KING 0% KLAS 29% KSNV 14%
 KTNV 18% KTUD 1% KVCW 16% KVMY 5% KVVU 17%
 XXXX 0%

Rep Order# 6832858 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104463 Printed: 07/20/2012 9:04 AM 7 of 7
EC'd Yes Last Received: 07/18/2012 3:53 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DSCC IE
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Estimate# 1407
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---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE